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Serial No.: 09/872,226  
Attorney Docket No.: 10008157-1**Amendments to the Claims:**

The claims below will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A personalized media service device for creating hardcopy media tailored to an individual consumer, comprising:
  - a central processing unit;
  - a memory for communicating with said central processing unit for storing available media selections, advertisements and corresponding media data;
  - at least one communications port for communicating with said central processing unit for communicating with a remote device;
  - a printer device for communicating with said central processing unit for printing hardcopy media products from data received from said central processing unit;
  - an input device for communicating with said central processing unit for retrieving information from a user;
  - a display device in for communicating with said central processing unit for displaying lists of available media selections and input options retrieved from said memory;
  - at least one user profile database for storing demographic information about users of said personalized media service device received from said central processing unit in response to user input on said input device;
  - ~~an advertising module configured to receive user data from the personalized media service device for programmatically and automatically determining for advertisers an advertising potential value of advertisements to help advertisers decide about advertisement placement in the hardcopy; and~~
  - an advertising module operated by an advertising provider configured to receive data from a service provider and automatically determine what advertisements, if any, would be worth placing in the media being processed, wherein the advertising module programmatically assigns a value to an advertising potential of advertisements, and based upon that value, submits a bid to the service provider for the advertising

placement in the hardcopy media, wherein different values are assigned to different portions of the media depending on a location in the hardcopy media; and

at least one database storing available advertisements and corresponding advertisement bid information for providing advertisements in a predefined data format to said central processing unit for selection and printing on said printer device in response to said retrieved information from said user and said media selection from said input device.

2. (original) The personalized media service device of claim 1, further comprising: media stored in a data format within said memory for retrieval by said central processing unit and printing by said printing device upon selection of a media print option by a user using said input device; and

advertisements stored in a data format within said memory for retrieval by said central processing unit and printing by said printing device upon selection of a media print option by a user using said input device.

3. (original) The personalized media service device of claim 1, further comprising a service provider in remote communication with said central processing unit through said at least one communications port for receiving said retrieved information from said user and providing media and advertisements in a data format in response to said retrieved information.

4. (previously presented) The personalized media service device of claim 3, wherein said service provider comprises:

a computer for communicating with said central processing unit through said communications port;

at least one database of available media selections and corresponding media selection retrieval information for providing media in said data format to said central processing unit for printing on said printing device in response to a media selection from said input device.

5. (original) The personalized media service device of claim 4, wherein said stored demographic information about a user in said user profile database is information selected from the group consisting of gender, age, hobbies, interests, income, profession, education, marital status, vehicles owned, sports played, consumer goods owned, services used, and user preferences.

6. (original) The personalized media service device of claim 3, further comprising at least one content provider for communicating with said service provider for providing media in said data format to said service provider in response to said retrieved information.

7. (original) The personalized media service device of claim 6, wherein said at least one content provider further comprises a media publisher computer for storing and transmitting said media in said data format to said service provider.

8. (original) The personalized media service device of claim 3, further comprising at least one advertising provider for communicating with said service provider for providing advertising bids and advertisements in said data format to said service provider in response to said retrieved information.

9. (original) The personalized media service device of claim 1, further comprising an authentication device for communicating with said central processing unit for identifying a user of said personalized media service.

10. (currently amended) A method of creating a media hardcopy customized to a user, comprising:

inputting personal information by said user;

inputting a media request by said user;

~~receiving user data from the service provider for programmatically and~~

~~automatically determining for advertisers an advertising potential value of advertisements to help advertisers decide about advertisement placement in the hardcopy;~~

using an advertising module by an advertising provider for receiving data from a service provider and automatically determining what advertisements, if any, would be worth placing in the media being processed, wherein the advertising module programmatically assigns a value to an advertising potential of advertisements, and based upon that value, submits a bid to the service provider for the advertising placement in the hardcopy media, wherein different values are assigned to different portions of the media depending on a location in the hardcopy media;

querying at least one advertising provider for at least one advertisement for said media request;

receiving advertisement information including a number representing a number of advertisement spaces, a set of dimensions defining a size of each advertisement space, and a location for each advertisement space in the media;

using the advertising potential value for each advertisement space based upon the advertisement information;

receiving an electronic copy of said media request; and

merging said media request and at least one advertisement for said user.

11. (previously presented) The method of claim 10, wherein inputting personal information by said user further comprises:

prompting said user to input a log-in identification using an input device;

retrieving said user inputted log-in identification from said input device; and

communicating said log-in identification to a service provider for identification of said user.

12. (original) The method of claim 11, wherein said communicating said log-in identification to a service provider for identification of said user further comprises: communicating said log-in identification to a service provider;

comparing said log-in identification to data in at least one user profile database accessible to said service provider for a matching log-in identification;

returning a verification of said log-in identification to said media selection interface if said log-in identification matches a log-in identification in at least one user profile database; and

returning a registration request to said media selection interface if said log-in identification does not match any log-in identification in at least one user profile database.

13. (original) The method of claim 12, wherein said returning a registration request to said media selection interface further comprises:

returning a registration request to said media selection interface;  
prompting said user to input personal information;  
communicating said personal information to said service provider;  
associating said personal information of said user with a unique identification;  
storing said personal information and said unique identification in said at least one user profile database; and  
communicating said unique identification to said user.

14. (canceled).

15. (previously presented) The method of claim 10, further comprising:  
determining the size of each at least one advertisement;  
determining the location of each at least one advertisement in said media selection;  
retrieving user information associated with said user from a user profile database; and  
communicating said size, and location of each at least one advertisement, and said user information, to at least one advertising provider.

16. (original) The method of claim 10, wherein said querying at least one advertising provider for at least one advertisement for said media selection further comprises:

communicating advertisement data for each at least one advertisement to said at least one advertising provider;

communicating user information to said at least one advertising provider;

receiving bids for each at least one advertisement from said at least one advertising provider;

comparing said bids for each at least one advertisement received from said advertising providers;

selecting a winning bid for each at least one advertisement; and  
informing said advertising provider supplying said winning bid for each at least one advertisement.

17. (original) The method of claim 16, wherein said communicating advertisement data to said at least one advertising provider further comprises communicating advertisement data selected from the group consisting of the number of advertisements, the size of each advertisement, the location of each advertisement in the media, and the minimum bid for each advertisement.

18. (original) The method of claim 16, wherein said receiving at least one advertisement in electronic form from said at least one advertising provider further comprises:

requesting an electronic form of each at least one advertisement associated with said winning bids from said advertising provider making said winning bid; and

receiving an electronic form of each at least one advertisement from said advertising provider making said winning bid.

19. (currently amended) A method of placing advertisements in media on demand, comprising:

receiving advertisement information from a media creation service, said advertisement information including a number representing the number of advertisement spaces, a set of dimensions defining the size of each advertisement space, and a location for each advertisement space in the media;

~~receiving user data for programmatically and automatically determining for advertisers an advertising potential value of advertisements to help advertisers decide about advertisement placement in the hardcopy;~~

using an advertising module by an advertising provider for receiving data from a service provider and for automatically determining what advertisements, if any, would be worth placing in the media being processed, wherein the advertising module programmatically assigns a value to an advertising potential of advertisements, and based upon that value, submits a bid to the service provider for the advertising placement in the hardcopy media, wherein different values are assigned to different portions of the media depending on a location in the hardcopy media;

submitting a bid for at least one advertisement space based upon the determined value of the advertisement space; and

submitting an electronic copy of an advertisement for said at least one advertisement space bid for a winning bid.

20. (original) The method of claim 19, further comprising:

receiving user information about a user purchasing said media on demand; and  
using the user information for aiding in said determining a value for each advertisement space.

21. (original) The method of claim 20, wherein said receiving user information about a user further comprises receiving user information selected from the group consisting of gender, age, hobbies, interests, income, profession, education, marital status, vehicles owned, sports played, consumer goods owned, services used, and user preferences.

22. (currently amended) A method of providing advertisements for media, comprising:

configuring at least one advertising provider for providing the advertisements, said advertising provider comprising a computer, at least one advertisement in electronic form for storage on said computer, at least one operational program for storage on said computer, and at least one communications port;

receiving a set of advertisement information from a service provider by way of said at least one communications port, said set of advertisement information including information about at least one advertisement space available in a media request, wherein said advertisement information including a number representing the number of advertisement spaces, a set of dimensions defining the size of each advertisement space, and a location for each advertisement space in the media;

determining a value for each advertisement space based upon the advertisement information;

receiving a set of user information from said service provider by way of said at least one communications port;

communicating said set of advertisement information and said set of user information to said operational program for determining a value for each of said at least one advertisement spaces available in said media request;

querying advertisers for advertisement bids;

~~receiving user data from the service provider for programmatically and automatically determining for advertisers an advertising potential value of advertisements to help advertisers decide about advertisement placement in the hardcopy; and~~

using an advertising module by an advertising provider for receiving data from a service provider and for automatically determining what advertisements, if any, would be worth placing in the media being processed, wherein the advertising module programmatically assigns a value to an advertising potential of advertisements, and based upon that value, submits a bid to the service provider for the advertising placement in the hardcopy media, wherein different values are assigned to different



portions of the media depending on a location in the hardcopy media; and  
submitting said at least one advertisement in electronic form to said service provider for each winning bid.

23. (canceled).

24. (original) The method of claim 22, wherein said receiving a set of user information from said service provider by way of said at least on communications port further comprises receiving a set of user information selected from the group consisting of gender, age, hobbies, interests, income, profession, education, marital status, vehicles owned, sports played, consumer goods owned, services used, and user preferences.